

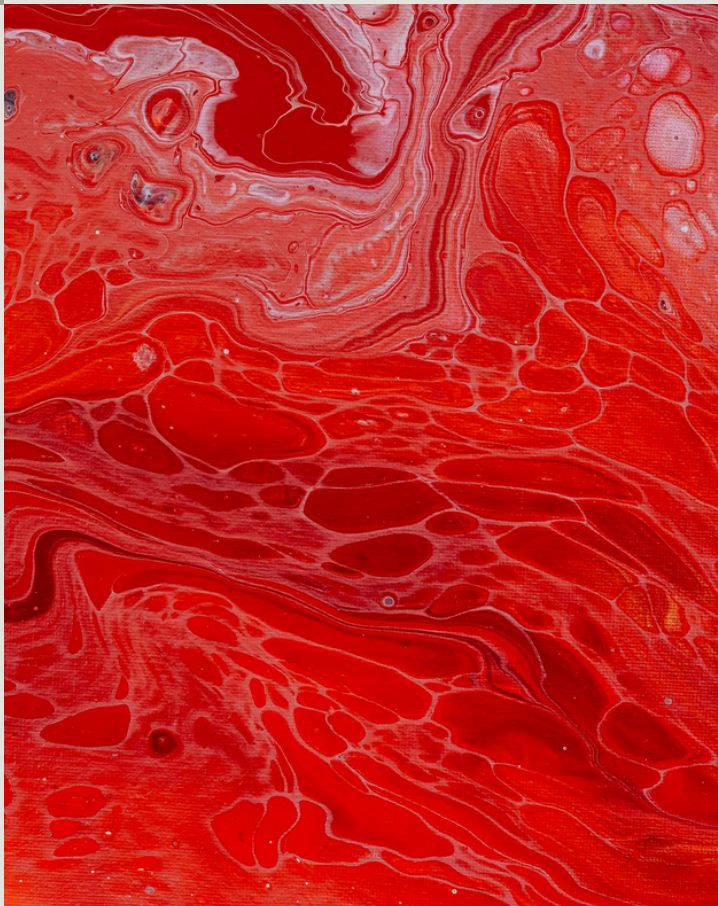
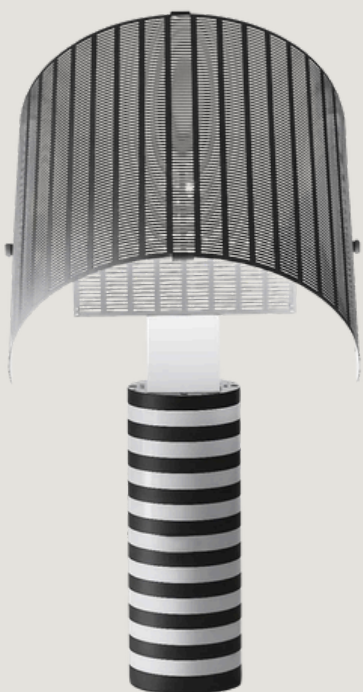
# design guide

06 26



## Sexy Swissness

design  
preis  
SCHWEIZ



**design  
guide**

# **Sexy Swissness**

**This is the Design Guide. A curated map of Swiss design culture and beyond, by Design Preis Schweiz – connecting design enthusiasts and the industry. Explore online. Discover in person. A new theme every month, new inspiration every week. This issue: sensual, radical, unexpected.**



# Off Menu

**Elif and Markus treat the kitchen as a studio and the table as a stage. Markus was the first winner of the Design Preis Schweiz Food Design Category. With Studio Elma, the duo opens a new chapter in Zürich's food culture.**

design  
guide



design  
guide



# Studio Elma

A quiet space for radical hospitality. Twelve seats, intuitive cooking and an atmosphere that feels more like a private home than a restaurant. Elif and Markus cook this June.

Reserve a seat here:  
[elma-studio.com](http://elma-studio.com) / [guel.ch](http://guel.ch)

design  
guide

# Red Hot Gelato

Pleasure served cold. Designed by Coral Studio, this deep red gelateria on Lausanne's Avenue d'Ouchy melts flavour, colour and interior design into one immersive experience.

design  
guide





- LES CLASSIQUES
- CHOCOLAT
  - VANILLE
  - STRACCIATELLA
  - PISTACHE
  - FIOR DI LATTE
  - CARAMEL
  - CAFFÈ
  - NOCCIOLA
  - YOGOURT
  - BACIO
  - SÉSAME NOIR
  - MENTHE
- LES FRAISISSIMES
- FRAMBOISE
  - BAIE DES BOIS
  - CASSIS
  - PÂTISSON
  - MANGUE
  - CHOCOLAT
  - PAMPLEMOUSSE
  - CITRON VERT
  - CITRON
  - AZUZI
  - JAMAÏQUE
  - PÊE VERTE
- LES ÉPICES
- BOULE NOIRE
  - BOULE BLANCHE
  - MATCHA
  - LINSE
  - GINGEMBRE
  - KUJI
  - WARRONS
  - FLEUR D'ORANGES
  - YUZU
  - COING
  - CANNELLE
  - KIRSCH

# design guide



design  
guide



# Labo Gelateria

Interior architecture by Coral Studio, led by Aurélie Chèvre. The interior features Rey chairs, ceramic tiles by Palet, shelves by Frama and veneering that echoes the Petite Friture chairs. A stainless steel bar runs the length of the space, offering access to the seasonal selection. Malou Zryd has been crafting artisanal Italian gelato for over a decade, with flavours that lean East.

[labo-gelateria.ch](http://labo-gelateria.ch) / [coralstudio.ch](http://coralstudio.ch)

# A Place to Withdraw

Rooted in the Kundalini philosophy of coiled energy, Balkrishna Doshi's retreat at the Vitra Campus is a journey through space and sound towards contemplation. Here, architecture becomes a form of silence.





design  
guide



# Doshi Retreat

The Doshi Retreat is the final work of Pritzker Prize laureate Balkrishna Doshi and his first completed outside India. Winding paths of steel descend below ground, guided by gong and flute, culminating in a chamber with benches and a hand-hammered brass mandala. Designed with his granddaughter Khushnu Panthaki Hoof and Sönke Hoof, commissioned by Vitra's Rolf Fehlbaum.

[vitra.com](http://vitra.com)

**design  
guide**

# **Collected weekly**

**Every week, new objects, studios  
and places from the Swiss design  
landscape and beyond.**

**Collected to inspire online, and to  
bring you there in person. Spaces  
worth visiting. Makers worth  
meeting.**

**Discover the full Design Guide.  
Link in bio.**



## Rey

Designed in 1971 by Bruno Rey. Still one of the sharpest silhouettes in Swiss furniture history, brought back by Danish manufacturer HAY. [dietiker.com](http://dietiker.com) / [hay.com](http://hay.com)



## Shogun

Mario Botta's 1986 lamp for Artemide. Architectural, striped and slightly militant. [botta.ch](http://botta.ch) / [artemide.com](http://artemide.com)



## F14 DEXTER

FREITAG's take on the Swiss paper bag, cut from a used truck tarp, winner of Design Preis Schweiz 2011. No two alike, each shaped by a former life on the road. [freitag.ch](http://freitag.ch)

design  
guide

# Masthead

## Design Guide

Issue 06 / 2026 / Sexy Swissness

## Publisher

Design Preis Schweiz  
Bahnhofstrasse 35 8001 Zürich  
designpreis.ch

## Editorial Direction

Debi Biffi  
Benjamin Moser

Design Guide is a curated editorial format exploring the people, places, objects and spaces shaping contemporary Swiss design and beyond.

**Monthly issue. Weekly content.**

Photography © respective rights holders.

© 2026 Design Preis Schweiz.  
All rights reserved. No part of this publication may be reproduced, stored or transmitted in any form without the prior written permission of the publisher.